

SNAME
MARITIME CONVENTION
2027

OCTOBER 27 - 29 | HOUSTON, TEXAS

NEXT GENERATION

MARITIME TRANSPORTATION
& EXPLORATION

SPONSORSHIP & EXHIBITION OPPORTUNITIES

BRINGING GLOBAL BEST PRACTICES TO THE MARITIME INDUSTRY.

SMC 2026 is THE gathering for engineers, naval architects, equipment suppliers, and experts in maritime design, construction and operations. This premier event provides the opportunity to enhance technical knowledge and build relationships with others in the international maritime and ocean community.

SNAME MARITIME CONVENTION (SMC)

RICH IN HISTORY

For more than a century, the maritime community has looked to SNAME to advance ship design, engineering, and ocean-going innovation, a legacy that began with the Society's founding in 1893.

Building on that history, the SNAME Maritime Convention (SMC) has been THE maritime industry event for engineers, naval architects, equipment innovators, and maritime specialists from around the world.

This year's SMC theme: "Next Generation Maritime Transportation & Exploration," unites industry professionals to explore breakthrough ideas, next-generation tools, and cutting-edge practices that will define the next era of maritime design and operations.

Join a global network of professionals at the heart of maritime innovation. Connect, learn, and help shape the future of shipbuilding and ocean systems at SMC 2027.

WHAT TO EXPECT AT SMC

- Technical Sessions
- Moderated Panel Discussions on Topical Issues
- Exhibit Booths
- Maritime Job Fair
- Student Design Competition
- Awards Gala
- Networking, Networking, Networking

> *"Speakers with real-world implementation of their topic. Beyond the theoretical or research phase. Provided confidence in the method."*
>
> *– SMC25 attendee*

AUDIENCE PROFILE

- Naval Architects
- Marine Engineers
- Shipbuilders and Designers
- Shipowners and Operators
- Marine Technology Innovators
- Environmental Consultants and Sustainability Experts
- Government and Regulatory Bodies

STATS FROM SMC 2025

90% felt the sessions /speakers met expectations in terms of relevance and value

100% would recommend SMC to a colleague or peer

450	6	40	33
Attendees	Panel Discussions	Exhibitors	Sessions

ATTENDEES ARE SEEKING

- LEARNING & DEVELOPMENT
- NEW TECHNOLOGIES & PRODUCTS
- NETWORKING
- EMPLOYMENT OPPORTUNITIES
- TO HELP FOSTER THE NEXT GENERATION



SPONSORSHIP OPPORTUNITIES

Sponsorship Deadline: September 15

ALL SMC2027 SPONSORSHIPS INCLUDE:

- ✔ Push Notification announcing sponsored event on mobile app
- ✔ Recognition on SMC 2027 website
- ✔ Recognition on the sponsor “Thank You” signs at SMC 2027



SNAME EXHIBITOR & SPONSORSHIP BENEFITS:

- Brand Exposure and Recognition to Target Audience
- Building Relationships – Networking and Collaboration Opportunities
- Industry Leadership & Credibility
- Access to New Technologies & Trends
- Supporting Education, Advancement & the Next Generation
- Increased Market Reach



AWARDS GALA & RECEPTIONS

PRESIDENT'S RECEPTION

The highly regarded President's Reception will kick off the conference activities, setting the stage for networking, socializing, and celebrating SNAME's global partners. Join us in raising a glass to SMC 2027!

- 2-minute welcome greeting
- Logo displayed on presentation screen
- Logoed tent cards throughout the event space
- Logo (1 color) on cocktail napkins (production included)
- Logo on drink tickets

AWARDS GALA

The SNAME Awards Gala is the premier event at SMC, gathering 250 industry leaders in attendance for an evening of celebration. This prestigious affair blends networking with then recognition of outstanding achievements, as SNAME Medals and Awards are presented to honor the most distinguished in the field.



GALA DINNER

The SNAME Awards Gala is a sought-after event where we recognize the best of the best in a formal setting. As the Awards Gala sponsor you will increase the visibility of your company, network with other Gala attendees, many of whom are prominent players in the maritime industry and support SNAME.

- Company recognition during the gala presentation, including 2-minute video
- 2-minute welcome greeting
- Reserved VIP table for 10
- Two bottles of wine for your table
- Company logo displayed on presentation screen
- Logo on gala tickets and dinner menu

Gala Cocktail Reception

Put your company front and center during this highly attended reception taking place before the SMC Awards Gala. Open to all Gala attendees, the always popular Reception is the perfect way to kick off a truly memorable evening!

- Company signage in the reception area on tabletops and stands
- Logo (1 color) on printed cocktail napkins (production included)
- Logo on drink tickets

Student Gala Table Sponsor

SNAME's many student members represent a broad spectrum of future industry leaders. This sponsorship allows students to attend the Gala for free.

- Logo displayed on presentation screen
- Reserved VIP table for 10
- Logo on student awards gala tickets
- Company-provided student giveaway (item TBD by sponsor/ Student Steering Committee)
- Unlimited one-year use of SNAME Career Center, a key tool in professional industry recruitment

PANEL SESSION SPONSOR

Build your company's reputation as a thought leader and expert! Gain recognition by sponsoring one or more of these hot topic panel discussions. Presented by renowned industry experts and highly attended, this is a unique opportunity to reach an influential audience.



PANEL SESSION

$6,000 (6 AVAILABLE TO SPONSOR)

- Company branding displayed on screen before and after session
- 2-minute company introduction
- Opportunity to introduce the panel OR moderate the session (if a moderator has not already been assigned)
- Opportunity to provide brochures / materials for each table

"Panel session on revitalizing the shipbuilding industry - valuable perspectives from a wide range of industry leaders"

– SMC25 attendee

NEXT WAVE - STUDENT SPONSORSHIP



Student & Young Professionals Industry Roundtable

The Student & Young Professionals (YP) Industry Roundtable provides a valuable platform for students and young professionals to learn from current professionals who serve as mentors by sharing their unique experiences. During small group discussions, industry veterans discuss relevant topics including how to succeed in the industry, future challenges and lessons learned.

This sponsorship puts you in front of current and future decision-makers while supporting this essential idea-exchange.

- Opportunity to deliver the welcome speech or a brief presentation by a company representative of your choice
- Opportunity to provide company information for each participant
- One-year unlimited use of SNAME Career Center
- Company logo on presentation screen

High School Outreach Program

Help us shape the future maritime workforce by ensuring that this program remains 100% free for local high schools!

Sponsorship directly funds student bus stipends, lunches, and hands-on learning materials.

Student Design Competition

Support the creativity of our next-gen maritime leaders as a sponsor of the Student Design Competition! This fun event pits teams of SNAME Student Members against each other as they put their skills to the test in this innovative design challenge.

- Participation in the event by awarding prize (your choice) to the winning team during closing session
- Your company logo on signage at the competition
- One-year unlimited use of the SNAME Career Center

Maritime Job Fair

Get your name in front of qualified and diverse professionals, entrepreneurs, and students who bring new talent, ideas, and possibilities to your organization.

- Signage at the Job Fair
- One-year unlimited use of SNAME Career Center
- First choice of table location; optional second table if desired

FOOD & BEVERAGE



Breakfast

This year, breakfast is included in conference registration which gives attendees another chance to gather and connect with each other.

- Logo prominently displayed on event signage and presentation screen
- Logo on tent cards

Lunch

SMC attendees look forward to lunch for a chance to refuel while catching up with colleagues and getting a first-hand view of the latest maritime products and technologies on display. All conference attendees receive lunch each conference day—don't miss this chance to connect with this global audience!

- Logo prominently displayed on event signage and presentation screen
- Logo on tent cards

Refreshment Breaks

Grab attendees' attention while they get refueled as the essential Refreshment Break Sponsor! This is a prime opportunity: networking, brand recognition and maximum exposure all tied up in one premiere package.

- Logo (1 color) on napkins (production included)
- Signage at station(s)

Hydration Station

Dive into the conversation around the Water Cooler! Positioned in high traffic areas, it's a great way to keep your brand flowing throughout the event in a casual setting.

- Your logo on one Water Cooler Station
- Option for company to provide

CONFERENCE MATERIALS



Badge Lanyards

As the exclusive lanyard sponsor, your company's logo will be prominently displayed on all attendee lanyards, ensuring maximum exposure throughout the event.

- Company logo included on lanyards and distributed at registration (sponsor provides lanyards)



Charging Station

Empower attendees! Your brand will be at the heart of the action, providing a much- needed service to event attendees. The sponsorship positions your brand as a practical and forward-thinking partner. Recharge and stay connected!

- Your logo appears on the charging station



Registration Bags

Maximize your brand's visibility by sponsoring the registration bags at SMC 2026. As the exclusive sponsor, your company's logo and brand will be carried throughout the conference.

- Company logo included on the bags and distributed to each attendee at registration



Hotel Key Cards

Unlock essential brand exposure by sponsoring the hotel key cards for SMC 2027. As the exclusive sponsor, your company's logo will be prominently displayed on the key cards used by all conference attendees staying at the event hotel.

- Company logo/graphic featured on key cards given to attendees

SPONSORSHIP STATIONS & LOCATIONS



Wi-Fi Sponsor

Ensure your brand is at the forefront of connectivity by sponsoring the Wi-Fi at SMC 2027. With your logo featured as the Wi-Fi network, every attendee who connects will instantly be introduced to your brand.

- Logo placed on signage throughout the venue with login information
- Company designated password

Registration Bag Inserts

Amplify your brand's reach by including your promotional materials and inserts in the SMC 2027 swag bags. As a sponsor, your company's brochures, flyers, or branded items will be placed directly into the hands of all conference attendees, ensuring maximum visibility and engagement.

- Promotional items provided by sponsor and inserted in each registration bag (Pre-approval by show management required for all items)
- Inserts must be received by September 30, 2027

EXHIBITOR BOOTHS

Exhibiting at the SNAME Maritime Convention (SMC) 2027 is your premier opportunity to solidify your market presence, elevate your brand, and showcase your comprehensive portfolio of products and services to a concentrated audience of key specifiers, influencers, and decision-makers. This distinct event offers the best return on investment to amplify your sales and marketing strategies. Elevate your brand and make a significant impact at SMC 2027 – an event you can't afford to miss!



$3,750 FOR 8' X 8'

$3,950 FOR 10' X 8'

Each Booth Includes

- One (1) Full Conference Registration (additional booth staff passes available at an incremental cost)
- Company profile on mobile app
- Skirted table, 2 chairs
- Standard pipe & drape (8' back, 3' sides)
- Standard electrical
- Invitation to participate in Maritime Job Fair (limited space - first come, first served)



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"The opportunity to connect to all the wonderful people from the industry"

– SMC26 attendee

www.sname.org